

Automotive News

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Meet the 'J' family



New GM subcompact available in four body styles

Chevrolet Cavalier, Pontiac J2000 and Cadillac Cimarron—GM's 1982 front-wheel-drive subcompacts—will bow at dealerships around the country May 21. The Cavalier (shown) and J2000 are offered in coupe, four-door sedan, two-door hatch-

back and four-door wagon models. The Cimarron is offered only as a four-door sedan. Standard powertrain is a 1.8-liter inline four and four-speed transmission. Other stories on Pages 2 and 38; pictures on Page 38.

New system will tell driver when to shift

VW shoots for 50-MPG Rabbit

WASHINGTON.—Volkswagen of America, in an effort to stay ahead in the fuel economy derby, will try to market in 1982 special versions of its gasoline and diesel Rabbit that will tell the driver when to shift, either by a warning light or possibly by a taped voice command.

According to reliable sources, the company is now trying to get EPA to approve the system as a fuel economy device and allow its use during the EPA fuel economy test cycle.

Should EPA give VW the go-ahead, it is expected that fuel economy in the blinking or talking diesel Rabbit should improve by as much as 15 percent, bringing its city fuel economy number into the 50-MPG range. The gasoline version would experience a somewhat smaller increase.

Other manufacturers have used devices of this nature previously, but none has utilized a system designed specifically to have the operator keep the engine operating in its most efficient range. The signal VW plans to use would be keyed by certain engine parameters, primarily engine load and air-fuel ratio, but would not be so keenly attuned to maximum engine efficiency that a reserve for ac-

celeration would not be available.

EPA's decision on whether to allow the device is expected soon. One of the issues it has yet to decide is what percentage of drivers will obey the shift command.

- VW has yet to decide whether to go with a signal light or voice command. It is concerned that drivers might pay more attention to the signal light than the roadway, thereby creating a safety hazard. The voice command would eliminate that worry, but there are cost considerations.

Volkswagen has been producing the Rabbit since 1975 and hopes to get at least three more years out of it before bringing on its successor. Continued boosts in fuel economy of the vehicle will allow it to do that.

There had been speculation Volkswagen would turbocharge the Rabbit diesel in 1982—it has a critical waiver from the EPA that would allow it to do so—but it has delayed that approach in favor of the shift-signal device and also to keep from competing with itself.

In 1982 the company wants to introduce its redone Dasher and offer a turbocharged diesel engine as an option. Turbocharg-

ing the diesel Rabbit is a move that would likely boost its fuel economy near to, and possibly in excess of, 60 MPG in city driving, and would steal the thunder of the new Dasher, or more accurately, the Quantum. Announcement of the Quantum is expected at the Frankfurt Auto Show this fall.

Turbocharged diesel Rabbits remain in VW's plans but likely will not make an appearance in the U. S. until 1983 at the earliest.

breaking news

Common market to seek limit on Japanese cars

BRUSSELS, Belgium. — Protectionist fever regarding Japanese automobiles is spreading. The Common Market Commission, meeting here, has decided it must seek an agreement with Japan on limiting exports of Japanese cars to Europe. Several European countries already limit the number of Japanese cars allowed to enter their countries.

Ford sells New York office building

NEW YORK.—Ford Motor Co. last week sold a 19-story office building on W. 57th St. to two real estate investors for a reported \$40 million. Manhattan Ford-Lincoln-Mercury, a company-owned dealership, will continue to occupy eight floors of the building.

Volvo to buy White truck business

FARMINGTON HILLS, Mich. — White Motor Corp. and AB Volvo have reached preliminary agreement for the sale of White's heavy-duty truck business to Volvo. The proposed sale includes White's manufacturing facilities in three states and parts and branch distribution facilities and inventories. Bankruptcy Court must approve the sale.

See BREAKING NEWS, Page 8, Col. 1

Chevrolet may join Pontiac and drop big cars in 1982

By Richard A. Wright
Assistant Managing Editor

Chevrolet will drop the B-body—its full-sized Impala and Caprice lines—from its lineup, probably during the 1982 model run.

Chevrolet would not comment officially on the report, but sources at General Motors confirmed that Chevrolet and Pontiac will both get out of the big-car business.

Pontiac will not have a 1982 B-body entry (Catalina and Bonneville), but will retain the Bonneville name this fall on a revised version of the current rear-wheel-drive LeMans four-door and wagon. The LeMans two-door will be dropped, as will the LeMans name. Replacing it will be a downsized front-drive car called the A6000.

It is necessary to use the body designations used within the corporation because some of the names will be changed and others, such as Bonneville, will be used on smaller cars.

Chevrolet will reportedly drop the B-body during the '82 model run. It will retain its current Malibu four-door and wagon. The name Caprice may be used on a luxury version of the downsized front-drive A-body to be called Celebrity.

- GM calls its intermediates A-bodies, and its Grand Prix, Monte Carlo, Regal and Cutlass Supreme are designated A-special. The downsized front-drive A-bodies to be introduced this fall as '82 models will continue to carry the designation A-body, but the current A-body and A-special, which will not be downsized until '84, will be called G-bodies.

B-bodies are Impala, Caprice, Bonneville, Catalina, Olds 88 and Buick LeSabre, while C-bodies are the larger Olds 98, Buick Electra and Cadillac DeVille.

Toronado, Riviera, Eldorado and Seville are called E-bodies, while Chevette and the Pontiac T-1000 are T-bodies.

The X-bodies are, of course, GM's front-drive compacts and their introduction marked the emergence of the factory designations on the public consciousness. Last week, GM introduced its J-cars, which are front-drive high-line subcompacts.

Chevrolet still sells well in the B-body class and there is speculation that the decision to drop the B-body was a corporate one, not Chevrolet's.

The product moves may be tied in with reported intentions of GM to revamp its franchise agreements. There has been speculation that Chevrolet dealers would be offered Oldsmobile B-cars and Pontiac dealers could get Buick B-cars.

NADA officials warn GM of dealer unrest

NEW YORK. — At a meeting here last week, NADA warned General Motors officials of growing dealer concern about pricing practices and worsening dealership cash-flow problems.

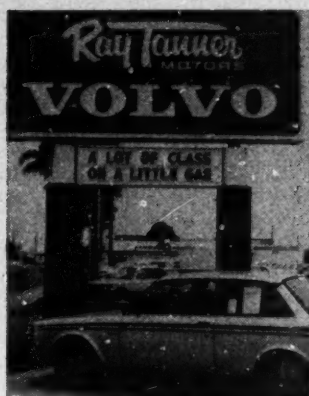
NADA President Wendell H. Miller led a delegation from the association which told GM President F. James McDonald, Marketing Vice President Robert D. Burger and Dealer Relations Director William J. Atkinson that dealers specifically need help in the following areas:

1. Additional floorplan assistance to cover the high costs of dealership inventories.
2. Extension of price protection to all units on preference.
3. Rapid payment of 5-percent carryover allowance on all 1981 models as soon as the 1982 replacement is introduced.

The NADA representatives told GM officials that GM dealers, particularly Chevrolet dealers, are increasingly concerned that GM must be extremely sensitive to the needs and problems of dealers in the current market.

They added that this top-level meeting was initiated to communicate these dealer concerns directly to senior GM management.

In addition to Miller, NADA representatives attending the meeting at the GM Building in New York were First Vice President George W. Lyles, Industry Relations Committee Chairman Joseph A. Barry, GM Line Group Chairman Anthony Ursomarro, and Executive Vice President Frank E. McCarthy.



Tanner's trick

Ray Tanner Motors (Volvo) Phoenix, grabs the attention of motorists on busy Camelback Road in Phoenix with snappy signs plus a well-designed area of circular concrete plateaus and artificial lawn.

letterbox

Continued from Page 8

is that importers sell unemployment and export dollars and jobs.

Some misguided souls feel buying an import will get back at Detroit. True to a point, but when the unemployment goes full circle the import buyer may one day be unemployed because he bought the foreign car in the first place.

Remember, 29 percent of the cost of an American car is tax. Only 2.9 percent of the cost of an import here is tax. No wonder imports put more in for the same price, they have a 26.1 percent price/tax advantage, thanks to Uncle Sam.

Here we are with unemployment, arguing pro-con among ourselves about Japanese imports while the Japanese sit back and laugh at us, merrily doing overtime while we are preoccupied fighting among ourselves.

The misguided import people have no pride in their country, so they sell someone else's products — keeping a tight grip on the benefits of being an American.

One of the reasons the Japanese and Germans put so much pride into their work is their society. Their way of life and the people of their country all show up in their industries. The Japanese and Germans are races of people. Here in America we have loads of ethnic groups, some don't get along, many don't even speak English. We're trying to drive this country with a tower of Babel under the hood, sans harmony.

Japan in particular survives on exporting and their work life depends on exporting with quality, cooperation and aggressiveness. Their gasoline has always been imported and expensive so the automobiles had to be fuel

efficient for home and for export.

No yen for apathy.—Andrew H. Klein, Colorado Springs, Colo.

Reply to Holden

In response to the very comprehensive and articulate article of John S. Holden, of Dearborn, in your March 30 issue, I am going to try and answer as concisely as possible.

1. There is no cheap labor in Japan. The employees are very productive.

2. Our domestic auto industry had ample time to attune to the wants and needs of the motoring public.

3. In my opinion, the crux of the problem may be the labor leaders. I believe that they should meet with their members and remind them that they are paid well and that they in turn should reciprocate by being more productive and also produce a quality product, which they are capable of doing.—M. Bass, Midwest Toyota, Chicago.

Model breakdown

	MAY TO DATE	APRIL	MARCH
1981.....	\$8,471	\$8,014	\$8,432
1980.....	5,875	5,872	5,698
1979.....	4,790	4,807	5,001
1978.....	3,905	3,748	3,681
1977.....	3,042	2,866	2,888
1976.....	2,141	2,144	2,226
1975.....	1,882	1,805	1,525
1974.....	1,442	1,358	1,347
Overall Average	\$4,264	\$4,116	\$4,076

Used car sales

	Auction Averages
May to date	\$4,264
Month ago	\$3,986
Year ago	\$3,116

used-car auction directory

Display Rates: \$53.00 per column inch (minimum space, 1 inch on 2 columns). Listing Rates: (Maximum: Four lines of type - 1 time,

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Industry tallies 750,977, up slightly over last year

Import sales reach '81 high; domestic total dips

By Jenny L. King
Staff Writer

New-car sales in April were again unspectacular in terms of numbers for the domestic auto industry, while the imports pushed ahead of their year-ago total by 7.56 percent and captured 28.93 percent of the April market, highest yet this year.

U. S. auto makers reported sales of 533,724 new cars for the month, down a scant 1.29 percent from last year's depressed total of 540,680. Foreign companies combined forces to sell 217,253 units, up 7.56 percent from 201,980 a year ago. The domestic four-month total was 2,266,193, down 5.17 percent from 2,389,830 last year; import sales year-to-date numbered 861,080, down 0.33 percent from 863,942.

Grand total for the industry in April was 750,977, up 1.12 percent from 742,660 in 1980. The year-to-date cumulative was 3,127,273, down 3.89 percent from 3,253,772 a year ago.

While several of the imports were notching record April sales, the domestic auto makers were exchanging market shares as Chrysler Corp. and Ford Motor Co. reported important sales increases for the month, with

General Motors, American Motors and Volkswagen of America all down.

Chrysler had the best growth news of the five: Its sales zoomed 51.34 percent, to 71,843 from 47,470 last year, and Chrysler's third-period sales leaped 69.48 percent, to 31,183 from 18,399. It was the company's fourth consecutive monthly increase this year and its 13.64-percent share of the domestic market was its largest monthly share in 1981. Chrysler has been on a monthly winning streak since last October and claims the K-car is largely responsible for its success.

Ford Motor Co. boasted its first monthly increase of the

year, and first such increase since February of 1979 — 26 months ago.

Ford April sales totaled 123,807, up 10.69 percent from 113,682 last year. Ford's Escort was the best-selling nameplate for the month and the newly introduced front-drive EXP is credited with bringing more buyers into Ford showrooms.

General Motors sales tumbled 10.71 percent, to 309,666 from 346,812 last year. VWoA reported sales of 13,894 U. S. -built Rabbit sedans, down 21.35 percent from 17,666, and AMC sold 14,514 units in April, down 3.56 percent from 15,050.

GM's sales decline cost the corporation eight percentage points in the domestic market. Its April share was 58.02 percent, down from 64.14 percent. Ford improved its position, going to 23.20 percent from 21.03 percent. Chrysler earned its highest monthly percentage of the year in April, expanding to 13.46 percent from 8.78 percent. AMC dipped to 2.72 percent from 2.78 percent, and VWoA slipped to 2.60 percent from 3.27 percent.

The imports' sales increase included records for BMW, Peugeot and Saab plus healthy gains for Audi (up 35.65 percent), Mazda (up 40.01 percent), Volvo (up 67.22 percent) and Toyota (up 17.15 percent).

Japanese-built cars accounted for 77.74 percent of the import total and 22.49 percent of the industry total. Last April, the Japanese auto makers captured 81.10 percent of the import segment and 22.06 percent of the grand total.

The 28.93-percent share of the market earned by imports was highest thus far in 1981 and the largest since 28.98 percent in August of 1980. Imports plus U. S. subcompacts and compacts accounted for 64 percent of the market for the month.

• Seven of the U. S. makes reported increased sales this April compared with the month a year ago. Plymouth was up 88.42 percent, Dodge was up 59.40 percent, Cadillac was up 35.55 percent, Mercury was up 23.16 percent, Buick was up 12.92 percent, Ford was up 5.85 percent and Oldsmobile was up 3.73 percent.

Behind the number-one-selling Ford Escort's sales of 27,473 were Chevrolet Malibu at 24,178, Chevrolet Chevette at 23,531, Oldsmobile Cutlass at 19,487.

Chrysler names
4 vice presidents

DETROIT. — Chrysler Corp. last week elected four new vice presidents. They are:

E. O. Grote, 57, president and chief executive of Chrysler Financial Corp.

M. J. Closs, 53, president and chief executive of Chrysler Canada, Ltd.

Charles J. LaBelle, 41, named vice president marketing. He had been executive director, marketing, since March. LaBelle joined Chrysler last September, coming from Ford of Europe.

Charles T. Cudlip, 40, was named vice president, Washington office. Cudlip joined Chrysler in April after serving five years in government positions and on the staff of the Republican National Committee.

climbed the same amount, 5.46 percent, to 24,265 from 23,008.

For the April 21-30 span, GM was down 4.66 percent, Ford was up 19.86 percent, Chrysler was up 69.48 percent, VWoA was down 28.65 percent and AMC was down an estimated 18.00 percent.

GM earned 58.46 percent of the third-period market, Ford had 22.54 percent, Chrysler cornered 14.28 percent, VWoA had 2.84 percent and AMC earned 1.88 percent.

DOMESTIC CAR SALES

	April 21 to April 30, 1981	Domestic Period, 1980	April, 1981	Same Month, 1980	Jan. 1 to April 30, 1981	Same Period, 1980
Spirit.....			3,698	5,142	14,284	19,788
Concord.....			6,347	7,313	20,513	23,979
Pacer.....			16	212	73	1,119
Eagle.....			4,453	2,383	16,830	11,097
AMERICAN MOTORS*.....	4,100†	5,000†	14,514	15,050	51,700	55,983
Horizon.....	2,456	1,875	6,423	5,000	30,838	28,292
TC3.....	2,166	1,347	5,390	3,832	18,861	23,816
Reliant.....	8,072		16,880		66,578	
Volare.....	556	2,600	1,145	6,538	5,783	30,342
Plymouth.....	639	508	2,043	1,550	4,671	5,307
Total Plymouth.....	13,889	6,330	31,881	16,920	126,731	87,577
LeBaron.....	1,939	2,249	4,748	5,672	18,440	24,507
Cordoba.....	1,055	1,535	2,490	3,636	11,274	17,277
Chrysler.....	530	947	1,422	1,944	6,405	12,191
Total Chrysler.....	3,524	4,731	8,660	11,252	36,119	53,971
Total Imperial.....	229		541		1,843	
Omni.....	2,023	1,475	5,496	4,148	23,762	22,945
024.....	1,975	1,109	4,792	3,424	16,168	19,499
Aries.....	6,597		13,341		51,726	
Aspen.....	588	1,929	1,113	4,483	5,095	22,172
Diplomat.....	1,271	1,210	3,027	2,872	11,720	12,066
Mirada/Magnum.....	701	992	1,610	2,487	6,547	10,774
Dodge.....	386	623	1,382	1,884	3,761	7,017
Total Dodge.....	13,541	7,338	30,761	19,298	118,779	94,473
CHRYSLER CORP.....	31,183	18,399	71,843	47,470	283,472	236,207
Pinto.....	318	4,462	959	11,878	8,149	51,946
EXP.....	2,423		5,955		5,955	
Escort.....	10,804		27,473		107,856	
Mustang.....	4,949	7,572	13,262	20,778	63,332	86,663
Fairmont.....	6,455	9,189	17,066	24,863	71,130	115,908
Granada.....	3,410	2,100	8,840	5,584	37,670	25,307
LTD II.....		113		350		1,716
Thunderbird.....	2,099	2,396	4,737	7,276	29,099	80,157
Ford.....	4,131	4,433	10,265	12,956	37,104	52,432
Ford Division.....	34,589	30,265	88,557	83,665	360,295	394,129
Bobcat.....	70	1,012	187	2,752	1,871	11,353
LN7.....	817		1,944		1,944	
Lynx.....	3,911		10,121		34,809	
Zephyr.....	1,697	2,529	4,307	6,943	20,206	33,939
Cougar/Monarch.....	1,411	626	3,258	1,942	14,573	9,471
XR-7.....	839	1,241	1,878	3,168	10,640	24,563
Capri.....	1,741	1,858	4,303	5,478	17,823	23,648
Mercury.....	1,569	1,422	3,859	3,960	16,481	19,431
Total Mercury.....	12,055	8,689	29,857	24,243	118,347	122,405
Versailles.....		151		431		2,105
Lincoln.....	1,255	919	2,831	2,591	10,818	10,424
Mark VI.....	1,334	1,052	2,762	2,752	11,975	13,005
Total Lincoln.....	2,589	2,122	5,393	5,074	22,793	25,534
L-M Division.....	14,644	10,811	35,250	30,017	141,140	147,939
FORD MOTOR.....	49,233	41,076	123,807	113,682	501,435	542,068
Skyhawk.....		266		645		3,452
Skylark.....	8,017	6,311	16,841	15,138	75,403	61,478
Century.....	6,556	5,911	16,488	13,316	49,154	48,379
Regal.....	7,340	6,208	15,810	15,413	74,461	62,879
Le Sabre.....	3,409	2,955	7,567	7,107	25,511	32,244
Electra.....	2,388	1,999	5,313	4,443	17,711	19,770
Riviera.....	2,132	1,306	4,687	3,010	14,846	13,596
Buick Division.....	29,842	24,956	66,706	59,072	257,086	241,798
Cimarron.....	4		4			4
Seville.....	932	901	2,323	2,792	8,624	13,223
Cadillac.....	5,556	3,210	13,674	8,944	46,584	45,429
Eldorado.....	2,119	1,207	5,199	3,904	17,524	17,173
Cadillac Division.....	8,611	5,318	21,200	15,640	72,736	75,825
Chevette.....	10,057	11,476	23,531	33,274	156,535	149,179
Cavalier/Monza.....	232	4,682	775	12,631	12,265	51,760
Citation/Nova.....	8,464	13,513	19,487	33,818	117,211	139,575
Camaro.....	3,574	3,840	9,337	10,461	39,087	43,299
Malibu.....	7,795	9,303	24,178	22,922	82,873	93,281
Monte Carlo.....	4,391	4,924	9,887	12,875	62,296	56,984
Chevrolet.....	6,972	6,265	17,261	17,099	96,969	110,565
Corvette.....	1,223	1,253	3,240	3,183	11,820	12,794
Chevrolet Division.....	42,708	55,236	107,696	146,213	549,056	657,437
Starfire.....		225		570		3,866
Omega.....	3,473	3,277	8,406	7,881	40,858	30,895
Cutlass.....	7,969	7,900	19,945	19,404	72,238	75,028
Supreme.....	8,105	8,858	18,124	22,595	98,104	88,879
Olds 88.....	6,203	4,728	14,957	11,699	50,999	54,460
Olds 98.....	3,193	2,043	7,693	5,091	27,647	24,238
Toronto.....	1,504	977	3,485	2,762	12,336	13,343
Oldsmobile Division.....	30,447	28,008	72,610	70,002	301,982	290,709
T-1000.....	2,546		5,668		5,914	
J-2000/Sunbird.....	401	3,506	1,476	12,910	23,669	48,547
Phoenix.....	2,538	2,852	6,167	8,571	34,046	35,146
Firebird.....	1,577	3,221	4,852	8,548	22,313	31,932
LeMans.....	2,519	3,173	7,349	7,012	27,011	29,145
Grand Prix.....	3,540	4,000	8,534	9,821	47,821	39,065
Pontiac.....	2,930	3,625	7,408	9,133	30,408	40,260
Pontiac Division.....	16,051	20,377	41,454	55,885	190,866	224,995
GENERAL MOTORS.....	127,659	133,895	309,666	346,812	1,371,726	1,489,864
VOLKSWAGEN.....	6,208	8,701	13,894	17,666	57,860	65,708
DOMESTIC TOTAL.....	218,383	207,071	533,724	540,680	2,266,193	2,389,830
IMPORT TOTAL.....			217,253	201,980	861,080	863,942
INDUSTRY TOTAL.....			750,977	742,660	3,127,273	3,253,772

*-AMC does not have a nameplate breakout for 10-day periods.
†-Estimate.

Where Auto Market
was in April

	Total Sales	Pct. of Total
SUBCOMPACT.....	117,786	15.68
COMPACT.....	147,323	19.62
INTERMEDIATE.....	150,903	20.10
STANDARD.....	79,170	10.54
LUXURY.....	38,542	5.13
IMPORT.....	217,253	28.93
TOTAL.....	750,977	100.00

U. S. CAR SALES BY MARKETING UNITS

	Apr. 1981	Apr. 1980	Jan. 1-Apr. 30, 1981	Jan. 1-Apr. 30, 1980
Chevrolet.....	107,696	146,213	549,056	657,437
Ford.....	93,629	89,316	383,829	421,092
Oldsmobile.....	72,610	70,002	301,982	290,709
Buick.....	66,706	59,072	257,086	241,798
Pontiac.....	41,454	55,885	190,866	224,095
Toyota.....	51,366	43,846	217,098	217,922
Datsun.....	46,537	55,961	169,945	196,129
Honda.....	33,960	30,228	136,276	121,641
VW of America.....	27,742	28,252	105,048	113,878
Plymouth.....	36,117	23,432	150,295	119,405
Dodge.....	35,042	24,924	142,589	125,428
Mercury.....	29,857	24,243	118,347	122,405
Cadillac.....	21,200	15,640	72,736	75,825
AMC-Renault.....	17,615	17,239	66,456	64,400
Mazda.....	14,119	10,084	62,221	48,245
Subaru.....	12,509	11,547	51,476	48,496
Chrysler.....	9,201	11,252	37,962	53,977
Volvo.....	6,816	4,088	24,202	19,957
Jaguar-Rover-Triumph.....	2,538	1,908	7,467	7,574
Mercedes-Benz.....	5,882	3,789	21,080	17,739
Lincoln.....	5,393	5,774	22,793	25,534
BMW.....	3,705	2,622	12,591	12,296
Fiat.....	4,135	4,912	12,407	17,461
Saab.....	1,443	1,106	5,011	4,789
Peugeot.....	1,633	1,043	5,309	4,511
Isuzu.....	1,881	264	2,684	4,511
Alfa Romeo.....	191	282	461	1,029
TOTAL.....	750,977	742,660	3,127,273	3,253,772

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	April, 1981	April, 1980	Jan. 1-Apr. 30, 1981	Jan. 1-Apr. 30, 1980
Alfa Romeo.....	191	282	461	1,029
Audi.....	4,239	3,125	15,321	15,221
BMW.....	3,705	2,622	12,591	12,296
Challenger.....	1,033	1,138	5,136	5,534
Champ/Arrow.....	3,144	5,582	18,164	27,396
Colt Hatchback/Colt.....	3,248	4,488	18,674	25,421
Datsun.....	46,537	55,961	169,945	196,129
Fiat.....	4,043	4,681	12,060	16,779
Fiesta.....	5,072	5,651	23,534	26,963
Honda.....	33,960	30,228	136,276	121,641
Isuzu.....	1,480	264	2,283	4,511
Jaguar.....	339	181	1,240	950
Lancia.....	92	231	347	682
Mazda.....	14,119	10,084	62,221	48,245
Mercedes-Benz.....	5,882	3,789	21,080	17,739
MG.....	515	866	1,690	3,404
Peugeot.....	1,633	1,043	5,309	4,511
Porsche.....	1,226	737	3,927	3,975
Renault.....	3,101	2,189	14,756	8,417
Rover.....	79	3	283	3
Saab.....	1,443	1,106	5,011	4,789
Sapporo.....	1,092	930	5,400	4,252
Subaru.....	12,509	11,547	51,476	48,496
Toyota.....	51,366	43,846	217,098	217,922
Triumph.....	1,585	858	4,254	3,217
Volkswagen.....	8,383	6,724	27,940	28,974
Volvo.....	6,836	4,088	24,202	19,957
TOTAL.....	216,852	201,980	860,679	863,942

Best month since October

April auto production tops last year

By Patricia Hoffman
Staff Writer

U. S. auto production last month rose above the 1980 April total. Output for the month was the highest since 1979, and the most for any month since October, 1980.

In April, the auto makers completed 653,863 units, up 12.57 percent from 580,855 in the comparable 1980 month. In 1979, the makers assembled 723,248 cars in April, and in October of 1980, output was 675,001.

Auto production last week was slated at 163,800 units, up 1.53 percent from 161,331 the

It's Penske Cadillac

DOWNEY, Calif. — The name of Bob Spreen Cadillac has been changed to Roger Penske Cadillac. Roger Penske purchased the dealership in November, 1979, but kept the Spreen name until February of this year.

Pontiac says J-car orders run ahead of X-car pace

Continued from Page 2

supply situation. Pontiac's 3,200 dealers will divide a total of about 5,500 cars at introduction day, almost half of what was originally planned. As of the middle of last week, Lordstown had built about 4,600 of the J2000 models.

• The low production, as well as the two-week postponement of the introduction day, were the result of Pontiac's desire to build the J-car right, Hoglund said. Cars and components that did not meet tolerances were rejected, he said.

"In the short run, we have not met our production schedules on the J-car because we have held to the discipline that the car will not go unless it's right," he said.

Hoglund said he expected 35 percent of total J2000 sales to be sedan models, 30 percent to be hatchbacks, 20 percent to be wagons and 15 percent to be coupes.

"I think the coupe will be a bit higher than that, but we

previous week, and up 32.58 percent from the 123,551 assembled in the comparable 1980 week.

Production for April by company was: General Motors, 398,644 cars, up 8.27 percent from the 368,185 completed in April, 1980; Ford Motor, 142,077, up 13.47 percent from 125,216; Chrysler Corp., 83,540, up 67.26 percent from 49,947; Volkswagen of America, 17,590, down 17.09 percent from 21,125, and American Motors, 11,957, down 25.18 percent from 15,981.

Checker Motors, working only the first three days in April, produced 55 units, down 82.32 percent from 311 last year. Checker resumed full production last Monday (May 4).

Breakdown from last week by company is: GM, 64.42 percent; Ford, 19.85 percent; Chrysler, 11.23 percent; VWoA, 2.79 percent; AMC, 1.65 percent, and

Checker, 0.06 percent.

Ford scheduled 10-hour work days last week at its Kansas City, Atlanta, Louisville and Wixom assembly plants. Saturday overtime was also scheduled last week at Kansas City, Atlanta and Louisville.

Chrysler has scheduled nine-hour daily shifts for six days this week at all of its front-wheel-drive facilities. They are Jefferson, Newark and Belvidere.

General Motors has slated overtime this week at Flint, Oklahoma City and Tarrytown.

GM also scheduled downtime this week for one shift at its Detroit (Cadillac) plant.

Truck production for April rises 18 pct. above '80

U.S. truck production in April rose above the comparable 1980 month, and truck output last week jumped above the totals for the previous week and the 1980 week.

The truck makers completed 153,941 units in April, up 18.66 percent from the 129,728 assembled in the comparable 1980 month. Truck output for April was the most for the month since the 256,090 units completed in 1979, and the total was the highest for any month since the 179,888 units built in October, 1980.

Truck output for the week was slated at 36,923, up 11.67 percent from 33,064 the previous week, and the total was a substantial jump of 60.22 percent from the 23,045 trucks assembled in the comparable period last year.

So far this year, the truck makers have completed 636,236 units, down 4.36 percent from the 665,314 trucks assembled in the comparable period last year.

Ford Motor scheduled overtime last week at its Ohio truck point. The plant worked 10-hour days.

Chrysler has slated overtime this week at its Warren truck point. It is the third consecutive week of overtime at the plant.

International Harvester's Springfield assembly point, down since April 27, will remain idle until May 11.

Also at International, the A-line at Fort Wayne, which closed May 4, will remain idle this week. Operations will resume May 18.

April car output in Canada climbs to 3-year high

Canadian auto production for April jumped ahead of the 1980 level. April output was the highest for the month since 1978 and the highest for any month since May, 1979.

The auto makers assembled 94,298 units in April, up 24.11 percent from 75,977 built in 1980, and the most for that month since the 108,210 units completed in 1978. It was the highest for any month since the 99,878 cars built in May, 1979.

Auto production last week was slated at 24,117 units, up 2.90 percent from 23,438 completed in the previous week, and up 5.12 percent from 22,943 units assembled in the comparable 1980 week.

Canadian truck production for

U. S. CAR PRODUCTION

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
AMERICAN MOTORS.....	2,700*	2,978*	2,300*	11,957	71,497*	37,854*
AMX.....				4,522		
Spirit.....				4,489		
Concord.....				2,946		
Eagle.....						
Pacer.....						
CHRYSLER CORP.....	18,400	16,100	18,577	83,540	241,533	297,680
Plymouth Total.....	10,700	7,200	9,303	41,441	110,923	149,177
Horizon.....	4,300	3,300	3,633	17,475	59,513	56,605
Reliant.....	6,400		5,557	22,477		82,985
Volare.....		2,950			40,487	
Caravelle.....		450	113	901	2,284	2,139
Gran Fury.....		500		588	8,639	7,448
Chrysler Total.....	2,400	1,357	6,587	31,201	22,098	
LeBaron.....	1,900	1,357	6,499	23,345	17,236	
Chrysler.....	500		88	7,856	4,862	
Dodge Total.....	7,700	6,500	7,897	35,512	99,409	126,385
Omni.....	3,200	2,800	2,959	12,552	53,050	42,888
Aspen.....		2,250			28,920	
Aries.....	4,500		4,583	18,985		67,171
Diplomat.....	1,000	355	3,662	10,487	12,644	
St. Regis.....	450		313	6,952	3,682	
FORD MOTOR.....	32,516	24,197	34,899	142,077	505,865	506,890
Ford Division.....	21,837	17,058	23,922	98,365	367,641	350,863
Escort.....	6,759		6,645	29,229		138,636
Pinto.....		3,455			38,676	
Fairmont.....	6,059	6,453	5,629	22,892	103,575	73,193
Must./Must. II.....	4,183	3,801	4,528	17,552	101,142	54,682
Granada.....	225	3,349	2,717	11,441	29,633	27,177
Thunderbird.....	2,175		2,385	9,700	58,317	25,915
Ford.....	2,436		2,018	7,549	36,338	31,260
L-M Division.....	10,679	7,139	10,977	43,712	138,184	156,027
Mercury Total.....	8,629	5,623	9,132	36,684	123,524	132,885
Bobcat.....		544			8,187	
Lynx.....	2,333		2,317	10,650		47,886
Capri.....	1,907	1,655	1,557	5,622	29,341	17,216
Zephyr.....	1,926	2,187	1,440	5,628	34,333	20,162
Cougar/Monarch.....	130	1,237	1,644	5,595	9,030	13,265
XR-7.....	1,041		855	3,658	20,978	10,723
Mercury.....	1,292		1,319	5,531	21,655	23,633
Lincoln Total.....	2,050	1,516	1,845	7,028	14,660	23,142
Lincoln.....	1,025	613	922	3,513	5,439	11,120
Mark VI.....	1,025	689	923	3,515	7,564	12,022
Versailles.....		214			1,657	
GENERAL MOTORS.....	105,508	75,382	101,367	398,644	1,655,451	1,502,984
Buick Division.....	20,628	14,206	21,426	91,451	325,922	348,073
Skylark.....	5,675	4,931	5,568	22,749	87,133	95,231
Century.....	2,606	4,411	4,347	19,845	70,685	69,142
Regal.....	7,284	3,709	6,785	27,947	82,821	99,826
Buick.....	3,698		3,269	15,462	65,370	61,865
Riviera.....	1,365	1,155	1,457	5,448	19,913	22,009
Cadillac Division.....	6,487	1,700	6,139	20,642	87,181	105,742
Cimarron.....	137		107	178		337
Seville.....	735	675	443	2,597	16,079	11,377
Eldorado.....	1,375	1,025	1,455	5,906	22,403	24,348
Cadillac.....	4,240		4,134	11,961	48,699	69,680
Chevrolet Division.....	41,980	36,516	34,781	135,769	689,434	528,684
Chevette.....	8,430	9,096	7,849	33,783	170,164	117,748
Cavalier.....	2,175		1,644	3,312		5,704
Monza ('80).....		3,590			61,133	
Camaro.....	2,955	3,960	2,549	12,128	53,833	47,769
Citation.....	8,830	10,535	7,400	35,669	178,471	133,946
Malibu.....	10,560	4,905	6,588	24,782	103,803	100,201
Monte Carlo.....	3,830	1,230	3,540	13,871	47,938	50,511
Chevrolet.....	4,800	2,400	4,811	10,544	56,792	61,137
Corvette.....	400	800	400	1,680	17,300	11,668
Oldsmobile Division.....	22,900	13,752	25,279	97,418	322,546	357,276
Omega.....	3,290	2,622	3,744	14,174	46,145	57,471
Cutlass.....	12,104	10,305	13,203	49,904	157,242	172,367
Oldsmobile.....	6,336		6,993	28,259	101,828	108,537
Toronado.....	1,170	825	1,339	5,080	17,331	18,901
Pontiac Division.....	13,513	9,208	13,742	53,364	230,374	163,209
Acadant.....	400	680	404	2,521	9,774	8,399
J2000.....	1,688		1,384	3,636		5,979
Sunbird ('80).....		2,810			56,256	
T1000.....	2,378		2,757	10,879		20,397
Firebird.....	1,777	1,800	1,502	5,000	36,819	20,043
Phoenix.....	2,960	3,238	2,462	11,646	51,267	43,805
Grand Prix.....	2,445		3,221	11,164	23,968	36,839
LeMans.....	1,605	680	1,774	6,962	22,007	22,346
Pontiac.....	260		238	1,556	30,483	5,401
VOLKSWAGEN.....	4,576	4,809	4,188	17,590	74,952	70,846
CHECKER.....	100*	85*		55	1,161	733*
Total Cars, U. S.	163,800	123,551	161,331	653,863	2,550,465	2,416,987

CANADIAN CAR PRODUCTION

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
AMERICAN MOTORS.....	840		684	3,014		11,363
CHRYSLER CORP.....	1,800	3,200	1,858	4,817	26,201	12,348
FORD MOTOR.....	7,696	7,550	7,419	29,635	94,429	72,810
GENERAL MOTORS.....	13,556	11,968	13,252	55,887	206,954	206,614
VOLVO.....	225	225	225	945	4,150	3,881
Total Cars, Canada.....	24,117	22,943	23,438	94,298	331,734	306,816
N. American Cars.....	187,917	146,494	184,769	748,161	2,882,199	2,723,803
N. American Trucks ..	49,245	35,454	44,847	201,665	877,774	840,232
North American Cars and Trucks.....	237,162	181,948	229,616	949,826	3,759,973	3,564,035

(*)—All Acadants and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
CHEVROLET.....	11,244	8,332	8,292	46,805	217,364	208,650
DODGE/PLYMOUTH.....	3,700	3,800	2,457	9,716	54,726	32,348
FORD.....	14,293	2,271	15,225	61,672	242,165	227,092
GMC.....	3,487	3,189	2,486	12,380	65,640	70,270
INTERNATIONAL.....	65	2,820	586	6,358	6,631	25,748
VOLKSWAGEN.....	1,144	687	1,028	4,338	10,578	17,297
MACK.....		620			10,520	
JEEP.....	1,500*		1,500*	6,359	35,833	31,986*
AMC CORP.....	90*	284*	90*	373*	3,002*	1,535*
WHITE.....		142			2,895	
MISCELLANEOUS.....	1,400*	900*	1,400*	5,940*	15,960*	21,400*
Total Trucks, U. S.	36,923	23,045	33,064	153,941	665,314	636,326

CANADIAN TRUCK PRODUCTION

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
CHRYSLER CORP.....	2,000	1,040	2,006	7,829	14,341	25,646
FORD MOTOR.....	3,538	4,868	2,843	14,557	74,227	61,863
GENERAL MOTORS.....	6,539	5,946	6,686	24,251	107,242	111,875
AMERICAN MOTORS.....					9,377	
INTERNATIONAL.....	245	440	248	1,087	5,067	4,522
MACK.....		50			1,020	
WHITE.....		65			1,186	
Total Trucks, Canada.....	12,322	12,409	11,783	47,724	212,460	203,906
N. American Trucks.....	49,245	35,454	44,847	201,665	877,774	840,232

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

April totaled 47,724, a drop of 3.80 percent from the 49,607 trucks assembled in the comparable 1980 month.

The truck makers slated 12,322 units last week, up 4.57 percent from the 11,783 units completed in the previous week, but

down slightly from the 12,409 trucks assembled in the comparable period last year.

So far this year, the truck makers have built 203,906 units, down 4.03 percent from the 212,460 trucks completed through May 10, 1980.